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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/709,211	11/09/2000	Gregg Williams	20508-000100	2557
51111	7590	07/19/2005	EXAMINER	
AKA CHAN LLP 900 LAFAYETE STREET SUITE 710 SANTA CLARA, CA 95050			COLON, CATHERINE M	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 07/19/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/709,211

Applicant(s)

WILLIAMS ET AL.

Examiner

C. Michelle Colon

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 03 May 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on May 3, 2005 has been entered.

Claims 1, 10, 15, 20, 21 and 26 have been amended. Claims 1-26 are now pending in this application.

### ***Response to Amendment***

2. Applicant's amendments to claims 1, 10, 15, 20, 21 and 26 are acknowledged.

### ***Claim Rejections - 35 USC § 102***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1-26 are rejected under 35 U.S.C. 102(b) as being anticipated by Melchione et al. (U.S. 5,930,764).

As per claim 10, Melchione et al. discloses a method for analyzing direct marketing subscription information, comprising:

receiving a plurality of direct marketing subscription information (col. 15, line 57- col. 16, line 2; col. 16, lines 53-55; The central database receives information from a variety of feeds in order to manage direct marketing (i.e., campaign) subscription information.);

archiving said plurality of direct marketing subscription information into a repository (col. 16, lines 16-29; The data that is received is stored in a repository in the central database.);

retrieving from said repository a plurality of selected direct marketing subscription information (col. 11, lines 1-26; col. 17, lines 20-34 and 43-44; col. 26, lines 55-59; A user may request data from the repository using queries. Users connect to the system from geographically remote workstations via a network.);

transforming said plurality of selected direct marketing subscription information into transition table format information (col. 16, lines 30-44; col. 18, lines 19-23; The data is transformed and stored in the central database in a uniform format so that it can easily be merged, or propagated throughout the database. Additionally, keys may be saved as an intermediate set, or into transition table format, so that data that is accessed often can be accessed efficiently.);

populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information (col. 18, lines 36-48 and 61-65; The system uses a "join" command to produce a table comprised of data from other tables, thus the "join" command populates

a table with a summarization of data from other tables based on the user's query (i.e., desired information).);

denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein denormalizing comprises propagating information from one table to another (col. 10, lines 34-38; col. 18, lines 36-48 and 61-65; col. 19, lines 4-16; Key tables are used for queries that are run often. The keys are retrieved from several other tables of data within the database to create a summarization table, which includes data that has been propagated throughout other tables within the database.); and

providing a report based upon said denormalized information (col. 26, lines 62-65; col. 27, lines 38-41; Users can generate reports on the data stored in the central database.);

wherein said at least one of a plurality of facts tables comprises at least one of source category table, a source table, a campaign table, and a panels table (col. 7, lines 45-50; col. 8, lines 51-58; The database has myriad tables that include customer demographic and financial data as well as product information, all of which are used to generate lead tables and campaign tables.).

As per claim 11, Melchione et al. discloses the method of claim 10, further comprising:

receiving input of at least one criteria for at least one of a plurality of reports and providing said report based upon said denormalized information according to said at least one criteria (col. 27, lines 38-41; col. 28, lines 42-51; Reports are generated based on the query submitted by the user, where the query includes criteria specified by the user indicating certain desired data.).

As per claim 12, Melchione et al. discloses the method of claim 10, further comprising:

receiving input of at least one criteria for at least one of a plurality of tables and configuring said at least one of said plurality of tables based upon said at least one criteria (col. 18, lines 61-65; col. 19, lines 24-37; New or intermediate tables are created based on user queries that include criteria specifying the type of data the user wants.).

As per claim 13, Melchione et al. discloses the method of claim 10, further comprising:

receiving input of at least one of a username and a password, verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures and providing access to reporting procedures to said user if said user is determined to be authorized (col. 16, line 65-col. 17, line 17; col. 27, lines 49-61; col. 34, lines 8-19; When the system receives security input from a user, the system checks the data against a security database and grants the user access to data that the user is authorized for.).

As per claim 14, Melchione et al. discloses the method of claim 13, further comprising:

verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures and providing access to administrative procedures to said user if said user is determined to be authorized (col. 16, line 65-col. 17, line 17; col. 27, lines 49-61; col. 34, lines 8-19; When the system receives security input from a user, the system checks the data against a security database and grants the user access to data that the user is authorized for.).

Claims 1-9 and 15-26 recite substantially similar subject matter to claims 10-14 above. Therefore, claims 1-9 and 15-26 are rejected on the same basis as claims 10-14 above.

### ***Response to Arguments***

5. Applicant's arguments are moot in view of the new grounds of rejections. However, Examiner notes Applicant's argument on page 10 of the Remarks, in which Applicant argues that the present invention links tables without requiring a database join and without cross-referencing or indexing of the tables. Examiner respectfully submits that the claims do not expressly recite *how* the tables are linked. Rather, the claims just recite that denormalizing includes propagating information from one table to another. Additionally, Examiner could not find support in the specification for Applicant's argument that the present invention links tables without requiring a database join and without cross-referencing or indexing of the tables. Accordingly, unless the specification does provide support for the argument and until the claims expressly recite how the

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tables are linked, Examiner respectfully submits that a prior art teaching using join operators, cross-referencing or indexing of tables to link tables suffices to anticipate the claims.

### ***Conclusion***

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Brown et al. (U.S. 6,026,368) discusses an online system for managing direct marketing.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Colon whose telephone number is 571-272-6727. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 571-272-6729.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should



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you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

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***P.O. Box 1450***

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or faxed to:

703-872-9306 [Official Communications; including After Final  
communications labeled "Box AF"]

571-273-6727 [For status inquiries, draft communication, labeled  
"Proposed" or "Draft"]

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C. Michelle Colón  
Patent Examiner  
Art Unit 3623

July 16, 2005